

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

Contract / Revision 587416 /		Alt Order # 9853846
Product 60 Plus Association/Est 11		
Contract Dates 11/01/12 - 11/06/12		Estimate # 11
Advertiser 60 Plus Association		Original Date / Revision 10/31/12 / 10/31/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WITI	Account Executive Trevor Heaton	Sales Office Washington DC
Special Handling Do Not Mail		
Demographic Adults 35+		
		Total Ratings 53.00
IDB# 1021	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Mentzer Media
600 Fairmount Avenue
Suite 306
Towson, MD 21286

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	6	11/01/12	11/02/12	M-F 1130a-12p FOX 6 News	1130a-12p		:30				NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--				2	\$1,100.00	4.00			
N 2	6	11/01/12	11/01/12	M-F 1105p-1135p	1105p-1135p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$800.00	2.00			
N 3	6	11/03/12	11/03/12	Sa 7a-8a	7a-8a		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$1,200.00	3.00			
N 4	6	11/03/12	11/03/12	Sa 8a-9a	8a-9a		:30				NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$1,300.00	4.00			
N 5	6	11/04/12	11/04/12	Su 7a-8a	7a-8a		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,400.00	4.00			
N 6	6	11/04/12	11/04/12	Su 9p-930p	9p-930p		:30				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$4,000.00	9.00			
N 7	6	11/04/12	11/04/12	Su 930p-10p	930p-10p		:30				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$4,000.00	9.00			
N 8	6	11/05/12	11/05/12	M-F 1130a-12p FOX 6 News	1130a-12p		:30				NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,100.00	4.00			
N 9	6	11/05/12	11/05/12	M-F 1105p-1135p	1105p-1135p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$800.00	2.00			
N 10	6	11/05/12	11/05/12	FOX Prime Monday 7-8p	7p-8p		:30				NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$7,500.00	8.00			
Totals												53.00	\$24,300.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
587416 /	9853846

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/01/12 - 11/06/12	60 Plus Association/Est	11

<u>Advertiser</u>	<u>Original Date / Revision</u>
60 Plus Association	10/31/12 / 10/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
<hr/>													
<u>Time Period</u>		<u># of Spots</u>		<u>Gross Amount</u>		<u>Net Amount</u>							
10/29/12 - 11/05/12		11		\$24,300.00		\$20,655.00							
Totals		11		\$24,300.00		\$20,655.00							

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <div style="font-size: 1.5em; margin-top: 10px; text-align: center;">WITI-TV</div>	Date: <div style="font-size: 1.5em; margin-top: 10px; text-align: center;">10/31/12</div>
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I, Lauren Schumacher
do hereby request station time concerning the following issue:

60 Plus Association

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES				

Total Charges: \$ 24,300.00 GROSS

This broadcast time will be used by: 60 Plus Association

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

60 Plus Association

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

11-8-11
Date

James J. Martin
Signature

703-807-2070
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted In Part

☐ Rejected

Signature

Printed Name

Title

Mentzer Media Services, Inc.
Vendor: 2ITIPS Name: WITI-TV

Check Date: 10/31/2012 85229

Number	Date	Reference	Description	Tax	Amount
4020 M60PS			60PLUS M60PS TV 11/1-5		\$20,655.00
				Total Amount	\$20,655.00
				Discount Total	\$0.00
				Check Amount	\$20,655.00

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21286

M & T Bank
32 York Road
Towson, MD 21284
7-11/520

DATE 10/31/2012
AMOUNT \$20,655.00

85229

PAY ONLY 20,655.00

PAY ***** Twenty Thousand Six Hundred Fifty-Five and 00/100 *****

TO THE
ORDER
OF

WITI-TV

*** COPY ***